

# Cost optimisation of Automatic Teller Machine (ATM) product



## Expertise and domain knowledge

- Industrial
- Cost analysis
- Product design
- Profit analysis





### **Our client asked:**

Under cost pressure from competitors, our client wanted to understand if the competitor machines were cheaper to manufacture and, if so, why?

### **The project story:**

- Sagentia Innovation undertook a 'tear down analysis' of the competitor product and compared it to our clients and showed that the competitor's machines were actually more expensive
- We identified a number of design changes to reduce the cost of our client's product

### **Contact us**

[info@sagentiainnovation.com](mailto:info@sagentiainnovation.com)

+44 1223 875200

[www.sagentiainnovation.com](http://www.sagentiainnovation.com)

### **Results: deliverables and outcomes**

- We identified manufacturing cost reduction of 35-40%
- We highlighted that design of a new machine could save as much as 70% on the current machines
- Our client was better informed of its competitors' cost base and selling margins